



MEMORANDUM

To: Honorable Chairperson and Members
Board of County Commission

Date: September 23, 2003

From: Harvey Ruvin, Clerk
Kay Sullivan, Director
Clerk of the Board Division

Subject: Appointment of Members
to the Health Council of
South Florida, Inc.

It is recommended by the Health Council of South Florida, Inc. that the Board consider the following applications of Dr. Castell Vaughn Bryant and Dr. Ana Rita Velazquez to serve on the Health Council of South Florida, Inc., for a period of two years.

In accordance with the Florida Statutes 408.033, the Health Council of South Florida, Inc hereby submits the applications and resumes of Dr. Bryant and Dr. Velazquez to replace Deborah Marsh and Elena del Valle. Florida Statutes also provide that the County Commissioner having jurisdiction in the respectively. County district shall appoint members to the Council.

Attach for your review are copies of Dr. Castell Bryant and Dr. Ana Velazquez application of nomination.

Attachments



September 11, 2003

Mr. Ken Guldstrand
Office of the Clerk of the Board
Dade County Board of County Commissioners
111 N.W. 1st Street, Suite 17202
Miami, Florida 33128

Dear Mr. Guldstrand:

The Health Council of South Florida (Council) Inc. is pleased to submit the attached applications for consideration for two-year appointments to the Board of Directors in the placement categories of purchaser and consumer under 60 years of age. Both seats became vacant due to term limits as stipulated in the Council's Bylaws. The Council's Nominating Committee reviewed the applications received and recommends:

- Dr. Castell Bryant to replace Deborah Mash, Ph.D., in the purchaser category.
- Dr. Ana Rita Velazquez to replace Elena del Valle, in the consumer category.

If possible, we respectfully request that these applications be submitted to the Commissioners for appointment at the next County Commission Meeting. We would like to have them participate in the Council's Annual Board Retreat scheduled for early October.

Please feel free to contact me, or Priscilla Pouchet, Office Coordinator, at (305) 592-1452 should you need any additional information.

Sincerely,

Sonya R. Albury
Executive Director

Enclosure

*Our mission is to improve
health care in Miami-Dade
and Monroe Counties.*

8095 NW 12 Street
Suite 300
Miami, FL 33126

Tel 305.592.1452
Fax 305.592.0589

www.healthcouncil.org
e-mail hcsf@healthcouncil.org

CLERK OF THE BOARD
2003 SEP 15 PM 4:35
CLERK OF THE BOARD
DADE COUNTY FLA.

Officers

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Chair

Liz Kern, R.N.
Vice Chair

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Debbie Premaza, R.N., B.S.N.

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Executive Director

Sonya R. Albury

An Equal Opportunity Employer

**CANDIDATE FOR NOMINATION TO SERVE ON THE LOCAL HEALTH COUNCIL
DISTRICT XI, MIAMI-DADE COUNTY**

NAME Castell Vaughn Bryant

BUSINESS ADDRESS 950 NW 20th Street TEL (305) 237-4500
(Street)

Miami, FL 33127 FAX (305) 237-4170
(City, State Zip Code)

RESIDENCE ADDRESS 17725 66 Court Circle TEL (305) 820-1346
(Street)

Miami, FL 30015 FAX N/A
(City, State Zip Code)

MALE ☐ FEMALE ☒ BLACK ☒ CAUCASIAN ☐ LATIN ☐ AGE 60 OR OLDER ☐

TYPE OF SEAT: PURCHASER ☒ ; PROVIDER ☐ , CONSUMER ☐

EMPLOYER Miami-Dade College

NATURE OF BUSINESS/PROFESSION President of Medical Center Campus

IF CORPORATION, INDICATE TITLE & DUTIES _____

PERTINENT BIOGRAPHICAL INFORMATION (Resume or Curriculum Vitae may be attached)

See Attached Resume

I, (candidate's name) Castell Vaughn Bryant, a citizen of the United States, and a duly qualified elector of Miami-Dade County, would, if appointed, be willing and able to discharge the responsibilities and functions of a member of the Local Health Council. I declare that I do not serve on another board, agency or advisory group created and/or funded by the Miami-Dade County Commission.

Castell Vaughn Bryant
CANDIDATE'S SIGNATURE

8/27/03
DATE

CURRICULUM VITA

CASTELL VAUGHN BRYANT

BUSINESS ADDRESS

Campus President
Miami Dade College
Medical Center Campus
950 NW 20th Street
Miami, FL 33127
Phone: (305) 237-4500
Fax: (305) 237-4170
Email: cbryant@mdcc.edu

PROFESSIONAL EXPERIENCE

May 2003 to
President

President, Miami-Dade College, Medical Campus

Chief Academic and Administrative Officer of the campus. Oversee all operational aspects. Maintain quality educational programs developed in consultation with faculty; serve as spokesperson for the campus on policy and related issues; plan the campus resource development and fund-raising program; provide leadership in institutional and state-wide planning; direct the development and administration of the campus budget. Direct a comprehensive program of equal opportunity/affirmative action; direct training initiatives in consultation with the medical community; serves as a team member on college-wide committees, responsible for the development of a direction and process to move the College to the next level of student success; responsible for college-wide leadership in the implementation of student financial aid programs; provides college-wide leadership in the organization and implementation of an umbrella structure for homeland security efforts.

May 1997 to
May 2003

President, Miami-Dade Community College, North Campus

Chief Executive Officer for over 38,234 students and more than 1,800 faculty, staff and administrators. Provided leadership for the day-to-day administrative, academic and support activities; provided leadership in

PROFESSIONAL EXPERIENCE (continued)

institutional and statewide planning; served as spokesperson for the campus on policy and related issues; directed the development and administration of the campus budget.

1995 to
May 1997

Interim President, Miami-Dade Community College, Wolfson

Chief Executive Officer for over 14,000 students and more than 1,500 faculty, staff and administrators; provided leadership for the day-to-day administrative, academic and support activities; served on senior level college-wide committees.

May 1981 to
October 1995

Dean of Students, Miami-Dade Community College, Wolfson Campus
Academic Rank: Professor

Responsible for the development and supervision of programs and services within Student Services, including the Student Life Skills Instructional Component; provided leadership in the development and implementation of short- and long-range plans and evaluation; directed a comprehensive equal opportunity program; planned a resource and fund raising program; directed the development and administration of the budget.

October 1989
To Dec. 1989

Provost/Executive Vice President
Florida Memorial College
Miami, Florida

On leave of absence from Miami-Dade Community College to serve as Chief Administrative and Academic Officer during presidential search. Contractually responsible to the Florida Memorial College Board of Trustees to oversee all operational aspects and provide leadership in all day-to-day activities of the College.

July 1978 to
May 1981

Associate Dean
Division of Academic Support
Miami-Dade Community College, Wolfson Campus
Academic Rank: Associate Professor

PROFESSIONAL EXPERIENCE (continued)

Responsible for the development and supervision of programs and activities provided through the departments of Academic Advisement and Counseling, Career Planning and Job Placement, and Research and Assessment; the hiring of permanent personnel; developing community liaisons and agreements for the rendering of services not offered by the Campus.

March 1978 to
July 1978

Coordinator of Curriculum Development
Skill Training Improvement Program (STIP)
Miami-Dade Community College, Wolfson Campus

Responsible for the implementation of the academic and job placement components of a \$3 million CETA grant for 700 participants.

August 1974 to
March 1978

Dade County Public Schools
Miami, Florida
Vocational Business Education
Rank: Tenured Instructor

August 1964 to
August 1974

Florida A & M University
Tallahassee, Florida

Provided clerical and/or support services in
School of Agriculture and Home Economics
University Relations
Library Services

EDUCATIONAL BACKGROUND

Ed.D.

Nova University
Fort Lauderdale, Florida
Major: Administration of Vocational/Adult Education Program

M.S.

Florida A & M University
Tallahassee, Florida
Major: Administration of Adult Education Programs

EDUCATIONAL BACKGROUND (continued)

B.S.	Florida A & M University Tallahassee, Florida Majors: Library Science/Business Administration
Certificates	Harvard University Cambridge, Massachusetts Graduate School of Education Area of Concentration: Management Development Harvard University Cambridge, Massachusetts School of Education Seminar for New Presidents
Other Studies	Florida International University Miami, Florida Graduate School of Education Lewis College of Business Detroit, Michigan Major: Business Administration

PROFESSIONAL AND CIVIC MEMBERSHIPS AND AFFILIATIONS

Member	<i>Florida Board of Governors</i> The Board of Governors coordinates the State University System. It also strengthens and support the role of the University Boards of Trustees.
Board of Trustees	<i>Florida A&M University</i> The Board of Trustees sets policy and serves as the institution's legal owner and final authority responsible for efficient and effective use of resources.

**SELECTED PREVIOUS AND ADDITIONAL CURRENT PROFESSIONAL AND CIVIC
MEMBERSHIPS AND AFFILIATIONS (continued)**

Member, *National Association for the Advancement of Colored People*
Member, *Delta Sigma Theta Sorority, Inc.*
Member, *Metro-Dade Capital Development Grants Panel*
Member, *The Miami-Dade Public Library Advisory Board*
Member, *Student Services Task Force, State of Florida, Division
of Community Colleges*
Leadership Council, *Faith Vision Baptist Church*
Authors Committee, *Miami Book Fair International, Inc.*

LECTURES AND PRESENTATIONS

Serves as speaker, panelist and presenter at national, state and local
conferences, seminars and workshops on a variety of topics.

REPRESENTATIVE LIST OF AWARDS AND HONORS RECEIVED

King of Clubs, *Women of the Year Award*
Metropolitan Dade County Parks & Recreation Department, *Pioneer Award*
City of Miami Commission on the Status of Women, *Unsung Heroines
Award*
Family Christian Association of America, *Excalibur Award*
Family Christian Association of America, *Legendary Award*
Florida Memorial College, *Board Of Trustees Outstanding Service Award*
I.C. Penny/United Way, *Golden Rule Award for Volunteerism*
National Association of Negro Business & Professional Women,
Community Service Award
National Council of Negro Women, *Community Service Award*
Omega Psi Phi Fraternity, Inc., *Local Citizen of the Year, Seventh District
Citizen of the Year Award and
Omega Psi Phi Fraternity National Citizen of the Year Award*
State of Florida, *Ida S. Baker Distinguished Minority Education
Recognition Award*
Paine Webber, *A Woman of Influence*
Miami Metro Magazine, *Miami's 100 Women to Watch*

PROFESSIONAL AND CIVIC MEMBERSHIPS AND AFFILIATIONS (continued)

Member	<p><i>Commission on International Education, American Council on Education</i></p> <p>The Commission serves as an advisory and strategic planning body for American Council on Education in the area of international and global education.</p>
Executive Committee	<p><i>Florida Council for Assessment College Test (ACCT)</i></p> <p>An organization that provides recommendations and suggestions to ACT for educational services to students and their parents, to high schools and to professional associations and government agencies in Florida.</p>
Board of Directors	<p><i>Liberty City Charter School</i></p> <p>Represented the Urban League in the organization and development of policy and procedures for the Charter School. Wrote guidelines for hiring personnel, requirements for parent participation and student expectations.</p>
Board of Directors	<p><i>Miami-Dade Community College Foundation</i></p> <p>A non-profit organization with the purpose of promoting Miami-Dade Community College's mission to encourage philanthropic and charitable giving from private, public and corporate sources for the benefit of the students, faculty and programs support of the College.</p>
Member	<p><i>Miami Fellows Initiative Advisory Council</i></p> <p>A Dade Foundation leadership training and development program for Miami-Dade County. The goal of the program is to develop a new generation of leaders.</p>

SELECTED PREVIOUS AND ADDITIONAL CURRENT PROFESSIONAL AND CIVIC MEMBERSHIPS AND AFFILIATIONS

Chair, Board of Directors, *The Urban League of Greater Miami*
Chair, Board of Directors, *Family Health Center, Inc.*
Executive Committee, *Metro-Dade Art in Public Places Trust*

PROFESSIONAL AND CIVIC MEMBERSHIPS AND AFFILIATIONS (continued)

Vice President
of the Board

National Council on Black American Affairs

A national organization that serves as a collaborative voice promoting the academic and professional success of African-American students, faculty, staff and administrators within the community college system on the national level. An American Association of Community Colleges affiliate.

Chair

Equity in Educational Opportunity Task Force

A statewide group charged with determining if inequities in opportunity exist between schools within the State of Florida and make recommendations to the Governor, Speaker of the House and the President of the Senate.

Executive
Committee

National Commission for African-American Education

A national group founded by the Congressional Black Caucus to effect policy changes and ensure excellence in education for African-American students at all levels.

Coordinator

Black Achievers Program, Family Christian Association of America

A program designed to recognize successful Black middle-and senior level managers in the local business, industrial and governmental community. A major fund-raising activity for FCAA.

Executive
Committee

Southern Region Council on Black American Affairs

A national organization that serves as a collaborative voice promoting the academic and professional success of African-American students, faculty, staff and administrators in the community college system located in Southern states. An American Association of Community Colleges affiliate.

3-2003 WED 02:00 PM

03-02-2003 02:25PM FROM PH/MIAMI

FAX NO.

TO

7868450212 P.01

P.

**CANDIDATE FOR NOMINATION TO SERVE ON THE LOCAL HEALTH COUNCIL
DISTRICT XI, MIAMI-DADE COUNTY**

NAME Ana Rita Velazquez

BUSINESS ADDRESS Two Alhambra Plaza Suite 700
(Street)

TEL 305-520-9022

Coral Gables, FL 33134
(City, State Zip Code)

FAX 305-520-2001

RESIDENCE ADDRESS 6300 Sunset Dr.
(Street)

TEL 305-666-9622

South Miami, FL 33143
(City, State Zip Code)

FAX

MALE ☐ FEMALE ☒ BLACK ☐ CAUCASIAN ☐ LATIN ☒ AGE 60 OR OLDER ☐

TYPE OF SEAT: PURCHASER ☐; PROVIDER ☐; CONSUMER ☒

EMPLOYER

Fleishman-Hillard

NATURE OF BUSINESS/PROFESSION Public Relations

IF CORPORATION, INDICATE TITLE & DUTIES Senior Vice President & Partner

PERTINENT BIOGRAPHICAL INFORMATION (Resume or Curriculum Vitae may be attached)

Attached

I, (candidate's name) Ana Rita Velazquez, a citizen of the United States, and a duly qualified elector of Miami-Dade County, would, if appointed, be willing and able to discharge the responsibilities and functions of a member of the Local Health Council. I declare that I do not serve on another board, agency or advisory group created and/or funded by the Miami-Dade County Commission.


CANDIDATE'S SIGNATURE

08-28-2003

DATE

FLEISHMAN HILLARD

ANA RITA VELAZQUEZ SENIOR VICE PRESIDENT & PARTNER Fleishman-Hillard, Miami & Latin America

Ana Rita Velázquez is Senior Vice President & Partner in charge of Healthcare and Social Marketing in the Miami/Latin America office of Fleishman-Hillard and for FH Hispania. She holds a Doctorate in Science in Health Policy and Management from Johns Hopkins University, with a Master in Hospital Administration from the University of Puerto Rico, and graduate studies in Health Planning from Cornell University.

Velázquez served for 9 years as Hospital and Health Systems Advisor for the World Health Organization-Pan American Health organization. During her time with WHO-PAHO she served in Barbados—covering the English Speaking Caribbean, Costa Rica and Perú. Her work was instrumental in helping rebuild the hospital network and strengthening the management capacity in the Eastern Caribbean, Belize and Guyana. Her work with these countries allowed for the health sector to use for the first time a strategic planning approach and information based decision-making style.

Additionally, Velazquez provided strategic counsel and third party coalition building to design and get international financing, from the World Bank and the Inter American Development Bank for the health sector reforms in Costa Rica and Perú. In the coalition building process she also worked in Costa Rica and Central America with all the AIDS non-governmental groups to ensure alignment within all efforts and to promote larger coverage of at risk groups. In both countries she was also key in developing a message platform and ensuring a marketing mix that enabled the Ministries of Health to successfully assume the new leadership role assigned to them by the health sector reforms, while reducing to a secondary role their health services provider activities. In essence, she helped reshape the roles of the Ministries of Health in Latin America.

During her tenure with PAHO-WHO she designed and developed social marketing programs for prescription drugs usage, family planning, developmental pediatrics, AIDS, responsible use of health services and medical devices, medical mal-practice issues, breastfeeding, breast cancer awareness, high risk pregnancies, oral health and did crisis management work after a radiation therapy accident in Costa Rica.

Prior to joining PAHO-WHO, Velázquez worked in the hospital industry in Puerto Rico managing government as well as private hospitals, and specializing herself in taking hospitals out of bankruptcy. In this period she developed various image-building projects, launched new health services products, improved directive board and medical staff relations, dealt with quality of care and client satisfaction issues and strengthened the financial position of these institutions.

Ana Rita has also teaching experience, having taught in the Public Health Schools of the University of Puerto Rico, the University of Costa Rica and the University of San Marcos in Peru. She also was a teaching assistant for the History of Public Health course at Johns Hopkins University School of Hygiene and Public Health.

In 2000, Velázquez freelanced for Porter Novelli Florida as Senior Creative Strategist developing public relations and social marketing strategies for healthcare and consumer clients. She brings to Fleishman-Hillard a strong background in public health, health care issues and policy development, strategic planning, third party coalition building, public education and message platform development and implementation, and launching of health services products. She also brings technical knowledge about the most pressing public health issues and how to effectively develop programs and messages around them. Her major clients in Fleishman-Hillard have included Pfizer, Merck, UnitedHealthcare, Sylvester Cancer Center, and The New England Journal of Medicine.